

## **EMP FY'09 National Lifestyle Media**

A proposal submitted to the Central Fund of the USDA's Emerging  
Markets Program

On behalf of FAS China

By  
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Target Markets: This project focuses on key reporters and editors from the  
'national lifestyle' media centered in Beijing.

Proposal: Recruit 6-7 major 'national' print/TV media journalists  
(reporters/editors) to take part in multiple Chinese Life-  
Style Media Teams to the United States. Educating the  
'national' Life-Style Media (primarily headquartered in  
Beijing) is a critical part of USDA China's larger China  
market development strategy. The US visit provides an  
opportunity to introduce the Chinese Media to food as part  
of an American lifestyle and offers a range of exposure to  
production, distribution, handling and use of agricultural  
and food products. While focus is on 'hot & trendy' issues,  
and products, the overall strategy provides strong support  
and encouragement for Chinese media with national scope  
to report on and about US policies, products, and issues  
thus reinforcing market information, influencing trade  
policy and affecting long-term consumer mindsets.

Background: ATO Beijing has focused on educating media about the  
quality, safety and availability of US food and agricultural  
products in China over the past 4 years. The National Life-  
Style Media Team supports development of a national  
information platform on food safety, biotechnology,  
nutrition, and other consumer concerns. Life-style print  
media are key partners in educating Chinese consumers on  
US production, policy, distribution, and consumption. FAS  
China brings a level of credibility to the process that non-  
governmental organizations and companies cannot,  
although post incorporates their voices to build a positive,  
healthy and safe image for US agricultural products.

Current Situation: Post has developed working relationships with about 16 major life-style media with national scope, including: Trendhealth, Men's Health, Cosmopolitan, Good Housekeeping, Woman's Day, Fitness, Betty's Kitchen, Lady, etc. Circulation, geographic coverage and key readership are detailed in the table below:

<b>Name</b>	<b>Monthly Circulation</b>	<b>Key Readers</b>	<b>Geographic Coverage</b>
Trendhealth	40,3200	Single and married working women, well-educated & mature with high incomes	34 cities nationwide with 55% monthly circulations in Beijing, Shanghai and Guangzhou
Cosmopolitan	500,000-1,000,000	Men and Women 18-45 pursuing fashionable Life Style	National (mid-large cities in China and other Asian countries)
Woman's Day	584,537	Women aged 20-34 with high incomes	35 cities nationwide with 39% monthly circulation in Beijing, Shanghai and Guangzhou
Good Housekeeping	318,000	Women aged 25-35, well-educated, high income	21 cities nationwide
Men's Health	343,000	Men aged 22-45 (78%); Women aged 22-45 (22%), well-educated, high income	22 cities nationwide with 45% monthly circulation in Beijing, Shanghai and Guangzhou
Lady	495,000	Women aged 28-48, high income	50 cities nationwide

NOTE: The primary reason media is centered in Beijing is current Chinese Government policy requires national media to be registered as legal entities in Beijing, thus most publications are headquartered in Beijing with few exceptions. This is an important distinction with regard to national versus regional reporting for print, camera and other media.

Constraints: 1. Lack of awareness about the availability, quality & safety of US agricultural and food products

2. Lack of awareness of the diversity of US agricultural products and variety of US cuisine
3. Lack of knowledge of the usage of US agricultural and food products
4. Lack of understanding of the US food quality-control and food safety systems

Opportunities:

1. On-site visits to the US help reporters, editors and photo journalists better understand US food and agriculture from everything from cotton to US beef, etc.
2. On-site visits and meetings with US agricultural and food industry representatives including cooperators and other industries continue to support improved understanding and balanced reporting of US food quality & safety systems.
3. The missions provide excellent opportunities to introduce reporters and editors to a variety of American cuisine and wide use of American products via working social events, interviews, presentations, interviews, and site visits.
4. The Chinese media continue to identify new ways to imagine, present, and report (write) about US food and agricultural industries and products.

Project

Objectives:

The primary purpose of the activity is to introduce Chinese print media to US food and agriculture as well as the American way of life, trends, and lifestyles via a mix of participative on the ground learning opportunities about the production, distribution, handling and use of food and agricultural products in an open and transparent society.

Rationale:

1. Activities are time-critical opportunities to deliver positive US agricultural market messages to the Chinese consumer via media exposure on a wide range of topics from food safety-biotech to high quality food-fiber-forestry-seafood products in a highly controlled environment as well as positions FAS China as a critical source of information on current and future issues.
2. National Life-Style publications have the potential to influence readers and consumers on everything from fashion and health to food safety and government policy.

3. US visits educates media about US availability, quality, safety, nutrition, and health who in turn have the potential to produce credible, far reaching articles and editorials.
4. Potentially reinforces USG trade policy messages to host government via consumers who are interested in sound information and not politics.
5. Long-term market development effort for China-wide markets is far-reaching, as the impact of national media coverage over multiple geographies and demographics with a common message China-wide.

Description  
Of Activity:

Funding is requested for the second year of this project. However, FAS China (ATO Beijing) plans to submit possible follow-up proposals in the future. Post envisions a three-year commitment to life-style media based on continued positive evaluations of the program and proven results after each phase.

- Visit USDA/FDA multipliers in the US for educational exposure about U.S. food consumption trends, food safety systems, food nutrition programs, etc.
- Visit select growing-packing facilities to expose media teams to grading, washing, waxing and packing of US fruit (photo opportunities).
- Visit wine regions featuring trendy and healthy quality of life factors, etc. Note: A number of reporters have visited European wine regions with our focus on capitalizing on positive comparisons and 'uniqueness.'
- Visit Culinary & Media Organizations: Expose team to latest US food trends and American food 'life-style,' as well as US peer media coverage of food and agriculture products. (Schools, publishers, etc.).

Concrete Results from Past Activities:

April 22-30, 2008, ATO Beijing organized a highly successful Lifestyle Media Team trip to the U.S. composed of six key reporters. Editors and a photographer from Men's Health, Woman's Day, Good Housekeeping, Betty's

Kitchen, Global Tourism and China Beauty. The primary purpose of the activity was to introduce Chinese print media to US food and agriculture and food as well as the American way of life, trends, and lifestyles via a mix of participative on the ground learning opportunities about the production, distribution, handling and use of food and agricultural products.

Post found that the media visit was enthusiastically welcomed and greatly supported by the agricultural and food industries in the United States. Working with the Raisin Administrative Committee, Minnesota Department of Agriculture and NASDA, visits were arranged to vineyards, raisin processors, turkey production and processing areas in Minnesota as well as the Global Food and Lifestyle Expo (GFSE)) Show and US Food Export Showcase, which is organized by NASDA in Chicago, in addition, the show included the Fancy Food Show and All Things Organic Show.

One of the most significant trip results is the actual publishing of reports and articles that came out over the next six months. Nearly 8 articles as well as several special reports were produced were published covering topics on California Raisins, Minnesota agriculture, Minnesota turkey industry, nutrition information of turkey, US Cuisine; Global Food & Style Expo, and so forth. However, the long-term benefit goes far beyond the value of one-time articles publication: we have now become working partners with these media representatives. They trust us as a reliable source of quality information about US production, policy, and safety as well as trendy new-to-market products.

Time & Cost:            Time: October 1, 2008 – September 30, 2009

Total Cost: Approximately USD \$100,000 for 2 'Media Teams' of 7 people each including one accompanying FAS China LES on each visit. Ideally, teams will travel in the spring and fall taking advantage of seasonal opportunities. Cost of each Media Team participant including international airfare, domestic transportation, training, accommodation, lodging, and mi & e, etc., will be covered under EMP.